



COMMUNITY IMAGE ADVISORY BOARD (CIAB)
MEETING SUMMARY
April 30, 2014



CIAB Members Present

William Anderson, Greater Miami
Convention & Visitors Bureau
David Cardenas, MD Parks, Recreation
and Open Spaces
Dr. Claudius A. Carnegie, Designee MD
Commission (District 5)
Jeffery Dawson, MD Aviation
Kenneth Eric Gardner, TARC
Juan Carlos Garrido, Designee
MD Commission, District 7
Rick Johnson, the Miami-Dade
Expressway Authority (MDX)
Jack Kardys, MDPROS
Gianni Lodi, MD RER
Maria Mitchell, Designee/MDC
Commission, District 6
Dennis C. Moss, MD Board of County
Commissioners (District 9)
Gerard Philippeaux, Designee/MDC
Commission, District 2
Alyce Robertson, Miami DDA
Marie Steril, League of Cities
Peter Trupia, Designee/MDC Commission,
District 3

Participants Present

Christina Casado, Treehouse Acupuncture
Rafael G. Casals, Town of Cutler Bay
Ramon Castella, Stantec
Debbie Penha Cumbermack,
Public Works and Waste Management
Ginny Gutierrez, GMCVB
Patricia A. Harris, Citizen
Jack Haime, BioPlanet USA
Robert McClellan, MDT
Teresa Olczyk, UF/IFAS Extension
Cesar Garcia-Pons, City of Miami
Alfredo Quintero, Town of Cutler Bay
Rena Ragin, CIAB
Stephen Sauls, Florida International
University
Patrice Gillespie Smith, CIAB
Councilwoman Phyllis Smith,
North Miami Beach
Susannah Troner, MD Office of
Sustainability

I. Welcome and Introductions

Miami-Dade County Commissioner and CIAB Chairman, Dennis C. Moss, welcomed members, participants and guests. He thanked the Greater Miami Convention & Visitors Bureau (GMCVB) for providing space, food and hospitality.

The Chairman thanked the guests from the Town of Cutler Bay for attending the meeting.

He further thanked everyone that participated in the Great Park Summit event, with special thanks to Jack Kardys. He also thanked all that participated in the Clean-Up and Green-Up Poster and Video contest.

Members and participants introduced themselves and their respective organizations.

Greater Miami Convention Visitors Bureau

Mr. William Anderson, GMCVB, informed the group that Mr. William Talbert, GMCVB, could not make the meeting today due to a previous engagement with the City of Miami

Beach regarding the city's new convention center. Mr. Anderson provided attendees with tourism-related statistics. The first quarter of 2014 showed hotel occupancy of 85%, which was slightly down due to Easter being in April this year. There was an increase in hotel occupancy in April of 5%, due to Easter, and the numbers for Room Rate were up 25%. REVPAR number 1 in the U. S.

Ms. Gutierrez, GMCVB, informed all attendees that May is Museum Month. Also, May 1st kicks off National Tourism Month. Mr. Bill Talbert will give the Board of County Commissioners an update on tourism.

Ms. Gutierrez thanked Ms. Teresa Olczyk for the great Ag Tour and all involved in the Great Park Summit and stated that it was fantastic.

Chairman Moss thanked Ms. Olczyk for the Ag Tour.

Ms. Olczyk stated that she is working with the GMCVB to create Eco and Ag Tourism on an ongoing basis and establish a Visitors' Center.

II. **Action Items**

Approval of Minutes from March 26, 2014 Board Meeting: Dr. Carnegie moved to approve the minutes. Chairman Moss seconded the motion. The minutes were unanimously approved.

Financial Disclosure

Rena Ragin, Community Image Advisory Board Interim Secretary, issued all CIAB members Financial Disclosure forms and Board Member Information Update forms. Please ensure all forms are returned to Rena by the end of May to stay in good standing with the Ethics Board.

III. **Reports**

Old Cutler Road Improvements

Presented by Mr. Rafael Casals, Town Manager and Mr. Alfredo Quintero, Town of Cutler Bay and Mr. Ramon Castella, Stantec. A copy of this presentation will be provided on the CIAB website. Mr. Casals reported that the Town of Cutler Bay was incorporated in 2005 and now has 45,000 residents with 32 employees.

Mr. Castella, Stantec, reported that the improvements are rooted in a charrette from the 2000's with a joint effort between Miami-Dade County and Cutler Bay. This charrette was the catalyst for the ultimate road design, including the landscape and street enhancement.

Mr. Quintero reported that the Town of Cutler Bay public outreach program ensured businesses and residents were kept in the loop every step of the way.

Chairman Moss commented that he admired the street's transformation and commended the town for its efforts.

Dr. Carnegie asked about the public private partnerships involved and the overall cost? Mr. Quintero stated that the project costs approximately \$20M. The town partnered with Miami-Dade County. The project, enhancements and circulator bus were funded entirely through PTP. No private money involved. Approximately 1900 people ride the bus monthly.

Ms. Alyce Robertson, Miami Downtown Development Authority (DDA), complimented the Town of Cutler Bay's project. She stated that the roundabout medians are a great idea because they keep pedestrians safer for the long-term and improve retail sales.

FIU "University City" SW 8th/117th Improvements

Mr. Stephen Sauls, Florida International University (FIU), presented on the "University City" SW 8th/117th Improvements. A copy of Mr. Saul's presentation is provided online. Mr. Sauls reported that FIU was established in 1990. The university has 53,000 students and is the seventh largest university within the United States.

Long Term Ideas from Chairman Moss:

Chairman Moss requests information on what it takes to operate the excess capacity to place vehicles along corridors.

Chairman Moss requests looking at the operating the excess capacity to place vehicles along corridors.

The Chairman will ask the MPO to take a look where traffic comes from and where it goes to, create technology centers, in an attempt to consolidate the back room operators of a business.

Mr. Lodi stated that it is good that FIU is adding density.

Mr. Philippeaux stated that dedicated lanes for bus rapid transit is a good idea.

Chairman Moss informed members and participants that over the next two months he would like to have discussions of the transportation corridors and transportation facilities for each quarter and dissect it, including why some have succeeded and why some things have not been successful in moving forward to bring corridors up to par.

Mr. Cardenas stated that he has a figure that it is a County cost per mile.

Ms. Robertson requested having a presentation next month for Biscayne Boulevard project Second Street and American Airlines Arena.

Bus Tour along U. S. 1 for May 23.

Mr. Lodi requested an I-95 tour. Chairman Moss agreed, but not at this time.

IV. **Updates**

A. Office of Community Image (CIAB Reports)

- Ms. Gillespie Smith thanked the Tree Committee for its leadership in the Great Park Summit.
- Ms. Gillespie Smith informed everyone of the 10th Annual Clean-Up & Green-Up Winners recognition to be held Tuesday, May 6th at 8 a.m. Ms. Gillespie Smith stated that there were more than 1500 submittals featuring two videos. The number one video was awarded to iPREP. The runner up was Terra Environmental. Ms. Gillespie Smith very pleased with all of the submittals and thanked all of the judges.
- Ms. Gillespie Smith thanked Ms. Gutierrez, GMCVB, for the iPrep Technology gifts for the 1st Clean-Up Green Up Winners and spa certificates for the winning teachers. She showed the winning and runner up videos.
- Dr. Carnegie suggested playing the videos at the Miami-Dade County Public School Board on May 7th for the award recognition.

Dates to Remember:

May 3	Northside Tree Planting – T. D. Green Streets. Ms. Gillespie Smith thanked Commissioner Jean Monestime, District 2, for the food to be donated at the planting.
May 4	Patty Harris' Open House of her personal garden.
May 10	Commissioner Zapata Wild Lime Park Tree Dedication
May 15	Paciencia Park Improvements: 5:30 – 7:30 p.m.
May 21	Ms. Christina Casado, Tree House Wellness Center invited everyone to a party to be held at her clinic in Coconut Grove. The party is in honor of preserved Oak Tree that the County moved as part of the 27 th Avenue Street improvement.

Ms. Gillespie Smith stated that the University of Miami hosted a Charrette 10 mile long M-Path. In the future she hopes to show a Power Point that shows the students visionary ideas for creating Linear Park.

Mr. Jack Haime, BioPlanet, presented an award to Chairman Moss on behalf of WIZO. Mr. Haime stated that Chairman Moss was one of the first international Women's International Zionist Organization WIZO sponsors and thanked the Chairman.

Ms. Robertson echoed Mr. Haime's accolades and said that when she travels major corridors such as I-95, SR-112 and SR-836, Chairman Moss' influence is seen all over.

Chairman Moss stated that the roadway improvement is the mark of team success of CIAB.

Ms. Gillespie Smith stated that the Great Park Summit inaugural Beautification Leadership Award was presented to Chairman Moss.

Mr. Gerard Philippeaux, District 2, stated that Haitian Heritage Cultural month activities throughout Miami-Dade County.

V. **Reports**

A. **Landscape Projects Subcommittee**

Mr. Jeffery Dawson, Miami-Dade Aviation, stated that at the subcommittee meeting held on April 16th the group discussed many items, including:

- The FDOT Highway Beautification grants, the Adopt-A-Road Program.
- The I-395 landscape improvements FDOT District 6's proposed "Landscape Brand" requests from Vizcaya working with Erick Katz of the M-Path Park to assist with landscaping and potential mint opportunities.

Mr. Dawson stated that \$30,000 was approved by Landscape committee meeting to improve the I-395 ramps.

Ms. Gillespie Smith stated that FDOT is in the process of developing the draft landscaping brand with TARC.

B. **Marketing and Education Subcommittee** (Ms. Lina Blanco absent)

C. **Street Tree Subcommittee**

Mr. Rick Johnson, Miami-Dade Expressway Authority (MDX), thanked Ms. Gillespie Smith for efforts at the Great Park Summit.

Mr. Juan C. Garrido, Designee, District 7, said a meeting will be set for next week to discuss a tree planting.

Ms. Gillespie Smith stated that there is a Keep America Beautiful event scheduled June 7th and the organization needs 15 trees.

Ms. Gillespie Smith stated that Rick Johnson recently proposed a county-wide tree challenge to reach Million Trees Miami goals. Details will be provided at a later date.

Chairman Moss encouraged everyone to continue to track tree plantings.

D. Gateway/Corridor Subcommittee

Dr. Claudius Carnegie, Designee, District 5, thanked Ms. Gillespie Smith for supporting the Gateway/Corridors Subcommittee.

Dr. Carnegie announced a CIAB tour of US 1 from the Broward County line to Monroe county line to be held on May 23rd between 11 a.m. – 4 p.m.

Mr. David Cardenas stated that there is limited room on the transportation vehicle so everyone is encouraged to be punctual. Please contact Ms. Rena Ragin to reserve seats.

Mr. Robert McClellan, Miami-Dade Transit, stated that he is working with Mr. Katz; Landscape subcommittee will have the master plan approved. He also stated that Mr. Katz's group cleaned up approximately two tons of trash to Dadeland, and the North and South stations two weekends ago.

Mr. McClellan stated that Miami-Dade Transit and Miami-Dade County Parks and Recreation and Open Spaces have finalized landscape design for Northside and the Martin Luther King stations.

Dr. Carnegie stated that the next Gateway/Corridors Subcommittee meeting is scheduled for May 8th at 3 p.m.

VI. Recap of Action Items 04/30/2014 Meeting:

- Post Town of Cutler Bay presentation on website
- MPO to discuss plan for dedicated bus lane for BRT
- Coordinate an I-95 Tour for early fall
- Discuss priority transportation corridors each quarter
- Presentation of Biscayne Boulevard Project by DDA

Long Term Items:

- Have MPO take a look at where traffic comes from and where traffic goes
- Look at maintenance and upkeep: Have MDX, FDOT and Mr. Cardenas calculate maintenance costs per mile.

VII. Closing Remarks

Chairman Moss thanked everyone for attending the meeting.

The meeting was adjourned at 12:10 p.m.